Insight Mobile Navigation

What is Insight?

Insight Enterprises is a $6.7 billion IT solution provider and technology integrator.

While the majority of customers still visit and purchase on Insight.com on desktop, like the rest of the world things are moving more towards mobile.

While there was a redesign of the mobile navigation in 2018, it was essentially "forgotten" and the design was hastily put together after desktop was more considered.

Current Navigation

Learn

Solve

Buy

Manage

Phone number

Chat

Login

Create an account

Country Selector

Contact us

Track an order

Search our knowledge base (help)

Issues

Way too many options - trying to replicate the desktop navigation
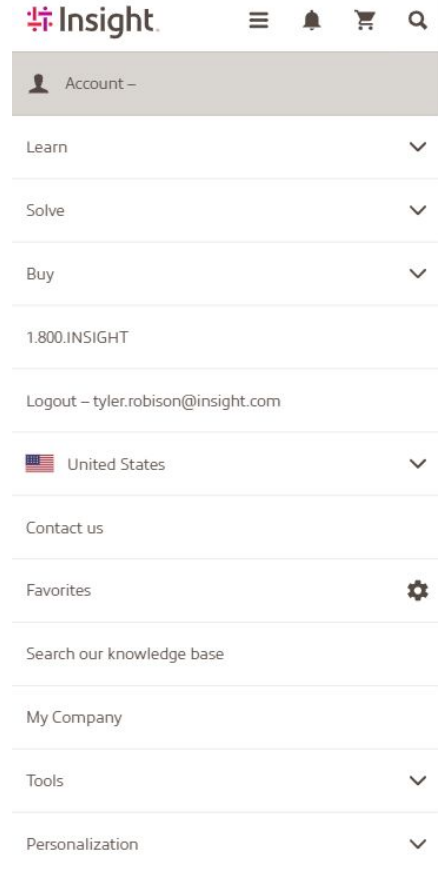
Hamburger menu in the middle

Hard to decipher, cognitive overload

What do users use the most?

Pull analytics on most used options

What are our "must haves"?

To Fix

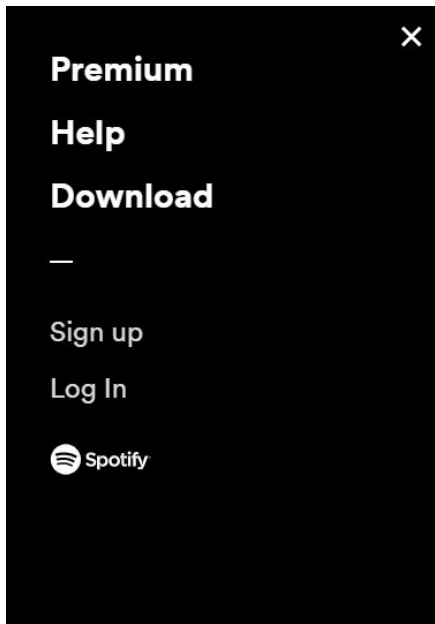Current text is small, has low contrast and is hard to read

There are way too many options and cognitive load

The options have no contrast with the options around them, all look the same

Objective

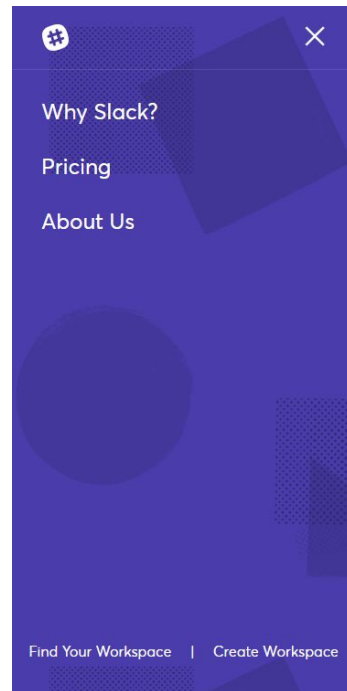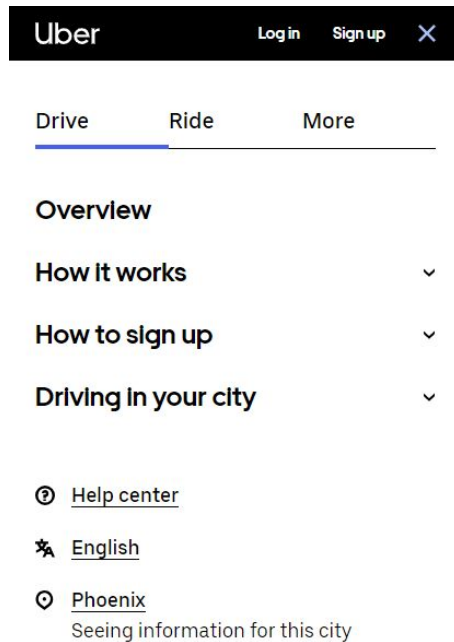Modern, clean, concise, easy to read and understand navigation flyout

Current Trends

Premium

Help

Download

—

Sign up

Log In

Spotify

---

ueno.

Work

About

News

Careers

Contact

Uber

Log in Sign up

Drive Ride More

Overview

How it works

How to sign up

Driving in your city

Help center

English

Phoenix
Seeing information for this city

Why Slack?

Pricing

About Us

Find Your Workspace | Create Workspace

Download Slack

Sign in

Download

For teams

For individuals

X

Home

Download the App

Invite friends

Refer hosts

Airbnb for Work

Host a home
Earn up to **$1,267 a month**

Host an experience

Sign up

Log in

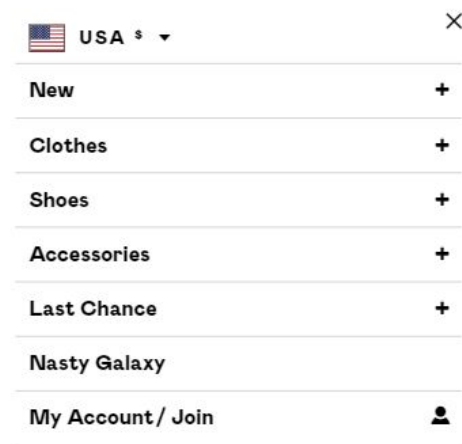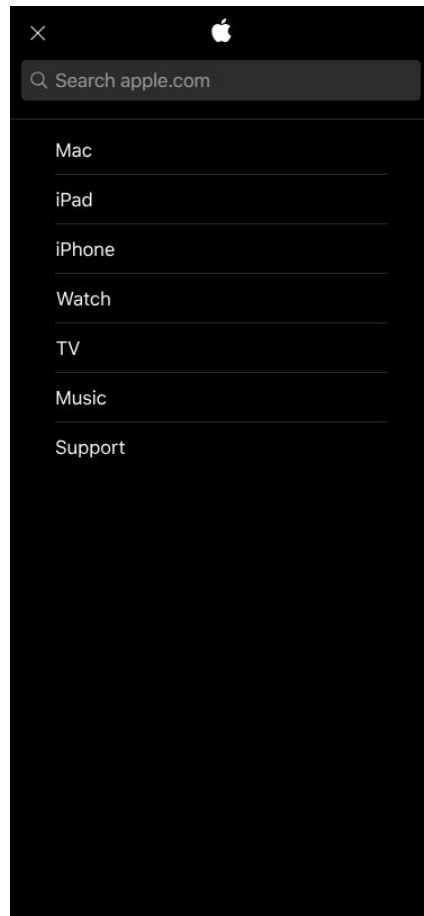Help

:copper

X

Home

Product →

Pricing
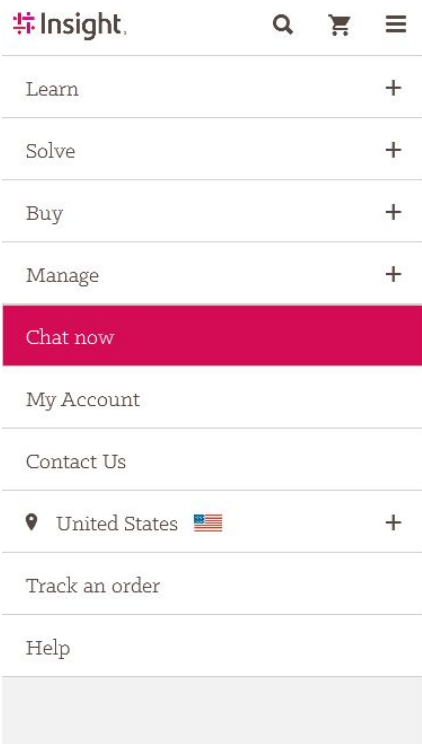
Industries →

Resources →

Company →

Takeaways

- Minimal options
    - What is important? What do people really want to know?
- Maximum white space
- Understandable information architecture
- Reduces choices for user
- Clean, elegant, branded, crisp
- Full screen takeover
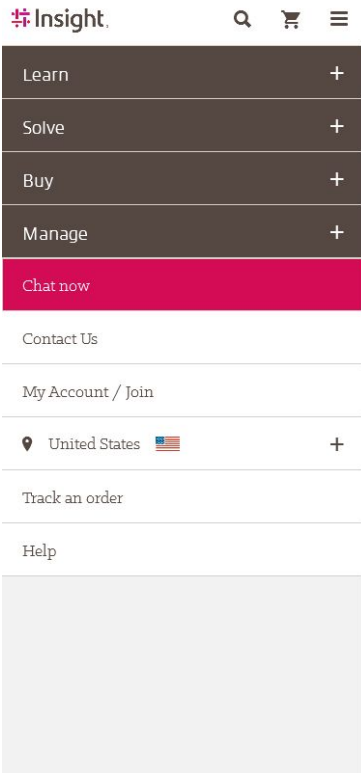
First iterations

Move menu to the right margin

change arrows to plus signs - could also remove submenus

Change font to Klinic slab and larger to make more legible
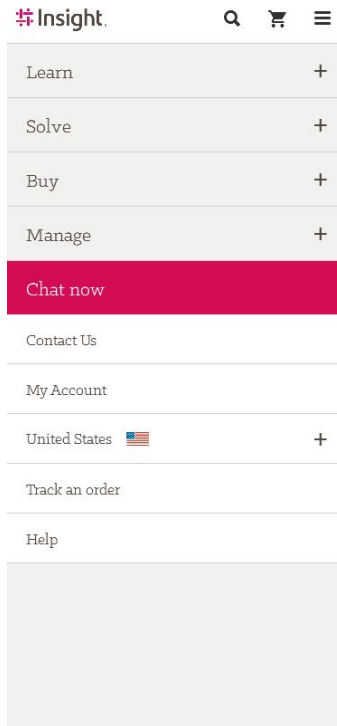
add fushia bar to seperate sections

combine "login" and "create" into one option
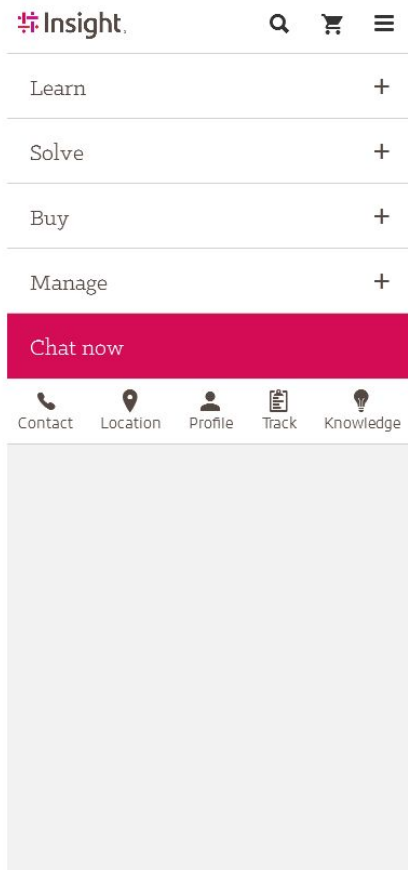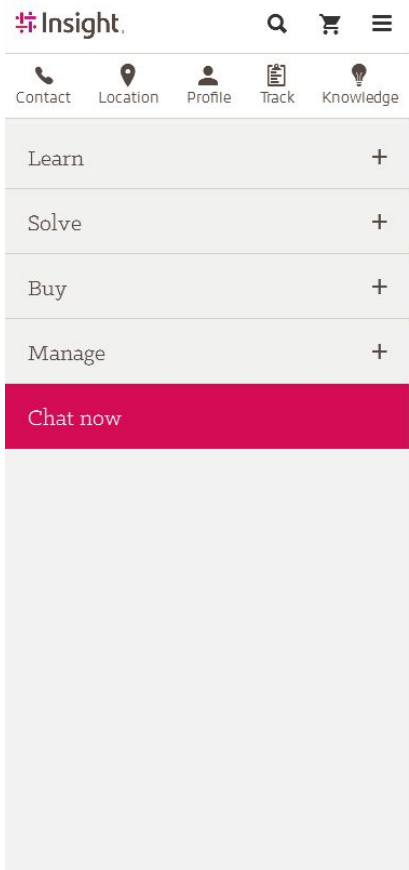
Add icons?

Add color for contrast

More minimal

Reduce color
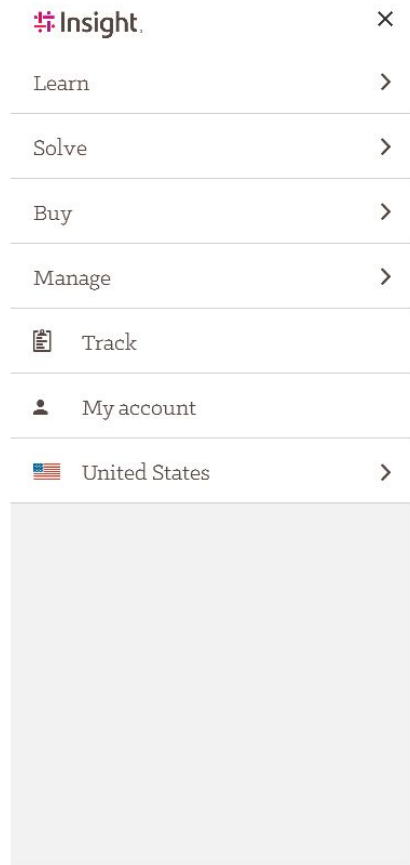
Utilize Klinic and text size for information hierarchy

Insight

Contact Location Profile Track Knowledge

Learn +
Solve +
Buy +
Manage +
Chat now

Insight

Learn +
Solve +
Buy +
Manage +
Chat now

Contact Location Profile Track Knowledge

Icons

Insight

Learn >
Solve >
Buy >
Manage >
Track
My account
United States >

Full screen takeover, header hidden

Submenus included

Very little color

"Forward" design

What if we
wanted to get
really focused?

Insight. 🔍 🛒 ☰

Why Insight?

Buy

About us

Track

Help

Insight. 🔍 🛒 ☰

Why Insight?

Buy

About us

Insight. 🔍 🛒 ☰

Sign in

Learn

Solve

Buy

Manage

☆

Gridlines removed,
keep header

Do we need to replicate
things we have in the
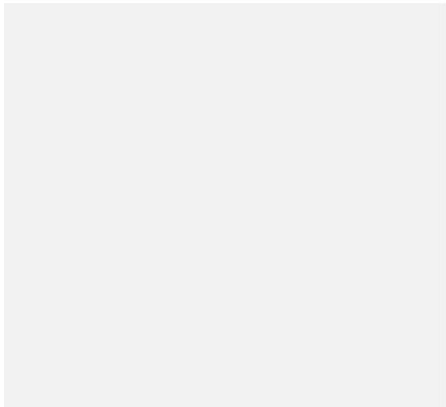footer anyway?

Insight.

Log in ✕

Learn ⌄

Solve ⌄

Buy ⌄

Manage ⌄

Track 📋

Help 👤

🇺🇸 United States ⌄

Insight.

Log in ✕

Learn ⌄

Solve ⌄

Buy ⌄
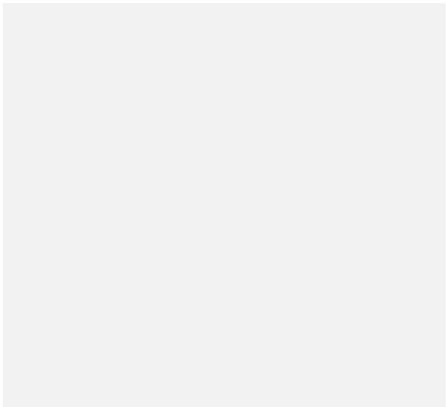
Manage ⌄

🇺🇸 United States ⌄

Track

Contact Us

Insight.

✕

Learn ⌄

Solve ⌄

Buy ⌄

Manage ⌄

🇺🇸 United States ⌄

Account

Track

Contact Us

Insight.   ✕

Learn   ⌄

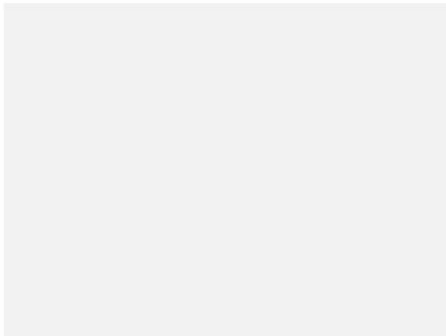Solve   ⌄

Buy   ⌄

Manage   ⌄

1.800.INSIGHT

Chat now

Login

Create an account

🇺🇸   United States   ⌄

Contact us

Track an order

Search our knowledge base

Flyout from top right

Submenus included

Full page takeover
or 2/3 flyout? Test
with users

Maybe hide these
last options inside
a menu?

Hide some when
logged out?

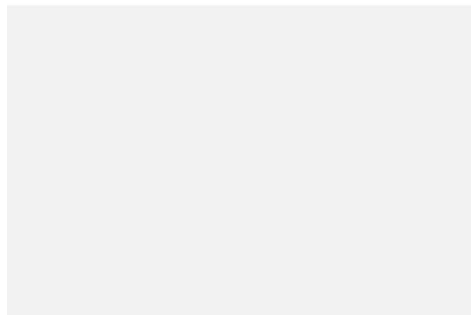**Insight.**   ✕

Learn

Solve

Buy

Manage

Account

Help

Current

New

Reduce Complexity

Learn

Solve

Buy

Manage

Phone number

Chat

Login

Create an account

Country Selector

Contact us

Track an order

Search our knowledge base (help)

Learn

Solve

Buy

Manage

Account

Help

Insight.

Learn

Solve

Buy

Manage

———

Account

Help

Clean, minimal aesthetic

Pleasing to the user

Optimized selections for mobile

Easy to read

Removed submenus

Next steps

Pull Google Analytics of most used actions in the current navigation

User testing (current and new options)

Test plan

Sync with developers

Sync with stakeholders

Design review with team

Thank you